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Steele's[®]

MASTODON[®] PANSIES

SOLD and GROWN THE WORLD OVER

OUR
62nd
YEAR!

1954 Growers' Prices

Dear Friends,
 The colored photograph on the cover is a view of our Jumbo mixed field taken in July of 1953. You can get a much better picture of our production fields by visiting us this summer. No photograph or description can do justice to our fine strains. You must see them to believe!
 Besides, we want to meet you! We'll be looking for you.
 Sincerely,
 Isabelle Steele Layman

These prices will replace all other price lists which you may have . . .

OUR SUPERB MIXTURES

Butterfly Hybrids—Our Origination—Predominantly pastel with shades of pink, terracotta, rose, orchid, lavender, yellow, gold, apricot, salmon, coral, flesh, chamois, buff, and every shade in between. Many are overlaid with a bronze cast. Improved size, well ruffled, superb texture, long, strong stems. This strain is distinctive, unmatched for cut flowers. Withstands heat better than any other strain of pansies. Try early spring planting.

Jumbo Mixed—Our Origination—Blooms over 5 inches are not uncommon at Santa Anita. Many new colors. Variations of copper, brass, and red tones, as well as orchids, apricots, yellows, blues, purples, and reds. We think you will like it better than ever. **FULLY TWO WEEKS EARLY.**

Super Swiss "400" Mixed—One of the finest of our strains. Perfectly balanced in color range containing a large proportion of clear red shades, scarlet, carmine, rose, fuchsia, gold, blue, violet, and variations, many with three-tone color effects, all blotched, and many bordered in contrasting hues. The largest of Swiss strains.

| | Butterfly Hybrids | Jumbo Mixed | Super Swiss "400" |
|----------|-------------------|-------------|-------------------|
| 600s | \$ 1.00 | \$ 1.00 | |
| 800s | | | \$ 1.00 |
| 1/16 oz. | 2.00 | 2.00 | 1.60 |
| 1/8 oz. | 3.35 | 3.35 | 2.70 |
| 1/4 oz. | 5.60 | 5.60 | 4.50 |
| 1/2 oz. | 9.75 | 9.75 | 7.75 |
| 1 oz. | 17.75 | 17.75 | 14.10 |
| 2 oz. | 33.75 | 33.75 | 27.00 |
| 3 oz. | 48.25 | 48.25 | 38.25 |
| 4 oz. | 61.25 | 61.25 | 48.75 |
| 8 oz. | 98.00 | 98.00 | 78.00 |
| 16 oz. | 196.00 | 196.00 | 156.00 |

Directions for

GERMINATING SEEDS

If you are a new grower, send for our booklet, "Commercial Pansy Culture". Price 25c. Refunded with first order.

1. Have your soil weed free and pulverized to a depth of eight or more inches. If available use some one of the many soil sterilizing methods now known. On the level surface spread evenly a layer of compost or pulverized well-rotted manure to a depth of at least one inch. Soak the bed thoroughly. Allow to dry enough to rake and then roll or tamp to a level surface. Overlay compost with enough sand to produce a smooth top and roll again.

2. Treat seed with Copper Oxide or Semesan. Sow in shallow drills or broadcast. We use 250 square feet to sow an ounce of seed broadcast. Cover with sifted mixture of two parts peat moss to one part of compost. The depth of this covering should be about one-eighth inch. Then cover with light burlap or thin sheeting and anchor. Use spray of water to moisten surface after burlap cover is on. Make several applications to penetrate the peat so as not to float the seed from its original level. Do not use heavily chlorinated water if avoidable.

3. Allowing plenty of ventilation keep your beds moist until germination. Maintain constant moisture during the day but never allow seed beds to go into the evening overly moist. Any dryness after seeds germinate is fatal. As soon as plantlets begin to appear, remove burlap and sift a thin layer of peat moss on the top of the beds. To avoid damping off, water your seedlings cautiously. Germination time from 8 to 21 days depending on weather conditions. If you have trouble from damping off, water seedlings with Semesan solution.

4. If your fall seedlings are not growing rapidly enough, fertilizer is the answer. The same goes for late winter and spring. Feed them often and cultivate frequently for top results and maximum profits that you should get from our seeds.

JUMBOS

Pay Dirt—Our Origination (see back cover)—The largest pansy in the world for average size—golden yellow. Blooms have dark rays or tiny dark faces.

Jumbo Bronze Tones—A blend of many grand colors ranging from old gold, coffee and sunset tones to deep browns. Many smoky blue-bordered types, rosy-toned bronze beauties and all excellent texture and beautiful form. Immense sizes. A true Jumbo strain, the result of many years' selection from our Jumbo fields.

Moon Moth—An immense white with characteristics of Pay Dirt, its parent strain. The dark blue penciled markings radiating from the center intensify the effect of its purity of color. An occasional yellow lip adds beauty to individual blooms. The best and largest white pansy.

Madame Steele—We are proud to offer this huge purple strain. Careful selection has improved size and stabilized the color. No faded, mixed, or magenta tones. A perfect self.

Jumbo Beaconsfield—A true Beaconsfield type. Upper petals rich lavender, lower deep violet. No blotch. Fine for border and color effect.

| | Jumbo Pay Dirt | Jumbo Bronze | Jumbo Moon Moth | Jumbo Madame Steele | Jumbo Beaconsfield |
|----------|----------------|--------------|-----------------|---------------------|--------------------|
| 200s | \$ 1.00 | \$ 1.00 | \$ 1.00 | | |
| 600s | 1.85 | 1.75 | 1.75 | \$ 1.00 | \$ 1.00 |
| 1/16 oz. | 3.75 | 3.25 | 3.25 | 1.80 | 1.80 |
| 1/8 oz. | 6.50 | 5.60 | 5.60 | 3.00 | 3.00 |
| 1/4 oz. | 10.75 | 9.50 | 9.50 | 5.00 | 5.00 |
| 1/2 oz. | 18.50 | 16.50 | 16.50 | 8.70 | 8.70 |
| 1 oz. | 33.00 | 30.00 | 30.00 | 15.85 | 15.85 |
| 2 oz. | 64.60 | 57.00 | 57.00 | 30.00 | 30.00 |
| 3 oz. | | | | 43.00 | |

SWISS

Gorgeous—The reddest pansy we have ever produced with a deeper blotch. Not quite so brilliant as Irene.

Sea Blue—An intense blue pansy with dark blotch.

| | Gorgeous | Sea Blue |
|---------------|----------|----------|
| 800s | \$ 1.00 | \$ 1.00 |
| 1/16 oz. | 1.55 | 1.45 |
| 1/8 oz. | 2.60 | 2.40 |
| 1/4 oz. | 4.30 | 4.00 |
| 1/2 oz. | 7.50 | 7.00 |
| 1 oz. | 13.60 | 12.50 |
| 2 oz. | 25.80 | 24.00 |
| 3 oz. | 36.95 | 34.25 |
| 4 oz. | 46.90 | 43.50 |
| 8 oz. | | 70.00 |
| 16 oz. | | 140.00 |

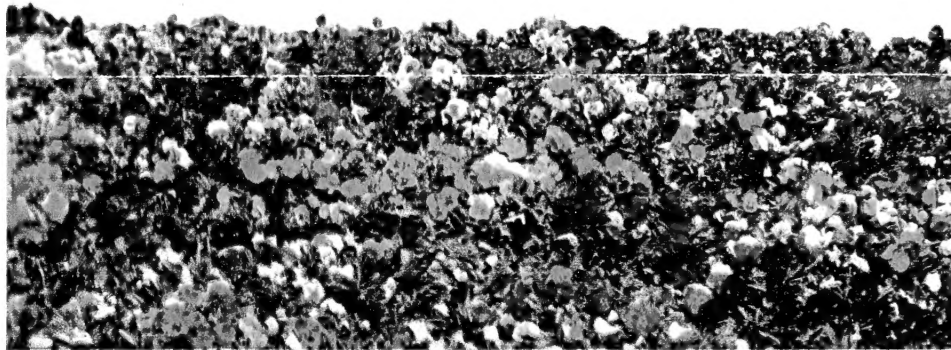
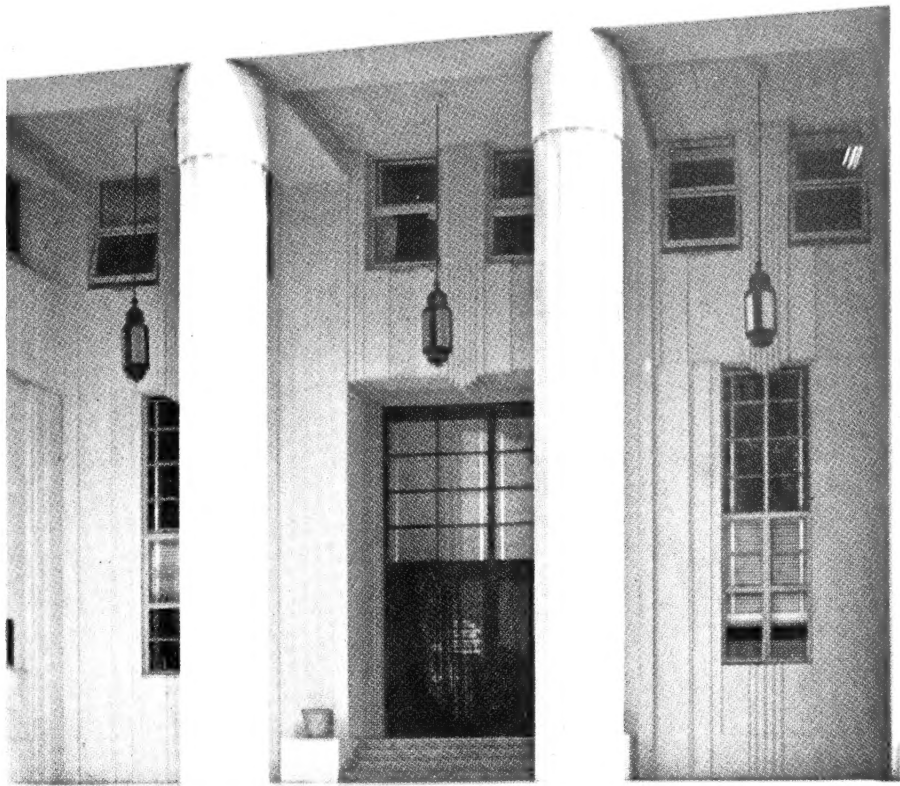
BEDDING TYPES

Mlle. Irene—Copper red, bronze red, and henna shades. Lighter and brighter than Gorgeous. Some brilliant pure red tones.

Adonis—Delft blue shades, with small, sharp center. Largely a Jumbo type, the earliest and strongest blooming in our fields. Has bloomed all winter here in the Northwest. Much improved, larger and more intense in color. We strongly recommend this variety.

Golden Gate—A fine golden yellow with three dark blotches. Very resistant to heat and drouth and of excellent growth habit. Very large blooms. Much improved.

| | Mlle. Irene | Adonis | Golden Gate |
|--------------|-------------|---------|-------------|
| 800s | \$ 1.00 | \$ 1.00 | \$ 1.00 |
| 1/16 oz. ... | 1.55 | 1.45 | 1.45 |
| 1/8 oz. ... | 2.60 | 2.40 | 2.40 |
| 1/4 oz. ... | 4.30 | 4.00 | 4.00 |
| 1/2 oz. ... | 7.50 | 7.00 | 7.00 |
| 1 oz. | 13.60 | 12.50 | 12.50 |
| 2 oz. | 25.80 | 24.00 | |
| 3 oz. | 36.95 | 34.25 | |
| 4 oz. | 46.90 | 43.50 | |



Courtesy of Mr. Ernest R. Barker, Superintendent of Parks.

For more than 35 years Steele's pansies have been displayed at the city hall, other public buildings and parks at Long Beach, Calif. Many other famous gardens and public parks coast to coast favor Steele's Mastadon Pansies because of the superb effect obtained by their huge blooms, brilliant colors and hardy nature.

FOR FASTER DELIVERY OF MASTODON SEED

Check your order carefully and send remittance in full by money order, or check, if no Florist Credit Rating. Be sure to write your name and address plainly, including zone number as stricter postal regulations require zones for delivery of catalogs. No extra charge for airmail.

If you plan to make several plantings this year, tell us when and we will ship you seed to reach you at the proper time. Warm climates are not safe to store pansy seeds unless kept under mild refrigeration.

We are sorry but we cannot accept C.O.D. orders. We do not offer packets smaller than those listed.

We are the Originators of Mastodon Pansies and any seed offered as "MASTODON" is NOT GENUINE unless grown in our gardens!

Sell More..

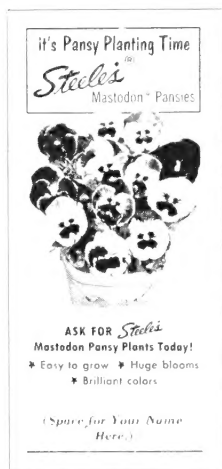
SALES AIDS HELP

MOVE MORE PANSIES . . .

The following merchandising sales aids will help you build more sales and more profit on Steele's Mastodon Pansy plants . . . the most beautiful pansies in all the world!

Consumer Aids

See Steele's ads in *Sunset*, *Flower Grower*, *Popular Gardening*, *New York Times*, and many other publications. Steele's advertising is a terrific merchandising help for growers. All inquiries regarding plants coming from your own community are forwarded direct to you. That's one reason Steele's Mastodon Pansy plants sell so rapidly . . . they have consumer acceptance and consumer demand.

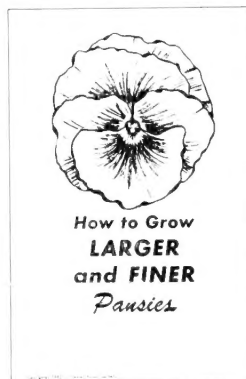


Newspaper Mats

Here's what you've been looking for . . . an easy-to-use newspaper ad (1 col. x 5 inches) designed to bring customers direct to you. Free with orders of \$5.00 or more or 10 cents each with orders under \$5.00.

TV Slides and Radio Copy

Write for details on 20 second and one minute tie-ins for radio and television. Color and Black and White slides available.



Handbook on Growing

This new handbook makes it easier for you to answer customers' questions on culture—and insures the best results from Steele's Mastodon plants after they leave your hands. \$1.25 per hundred.

Flat Stickers



Faster sales with this three-color point of sale sticker (gummed for easy attachment to flats). 25 free with \$5.00 order. Ask for them!

Commercial Pansy Culture

Here is the leading publication on pansy culture. Many advanced ideas on propagation and marketing, germination, fertilization, weed and pest control, successful sales and marketing methods and other timely subjects. Price refunded with first order. PRICE 25 CENTS.

Slides and Posters

Beautiful kodachrome slides available to Steele's customers for the showing at Garden Clubs. No handling charge for the loan of these outstanding slides. Free on request with each order of \$2.50 or more, we will send postpaid our beautiful FOUR-COLOR PANSY POSTER PAINTING by Miss Winifred Walker, artist of the Royal Horticultural Society of London. This will be the 32nd year for the STEELE PANSY POSTER—a tradition among pansy lovers all over the world.

SEND FOR YOUR
SALES AIDS
TODAY!

Steele's®

PANSY GARDENS, Inc.

2715 S. E. 39th Ave., Portland 2, Oregon, U.S.A.